Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60173-4968

May 19, 1989

SUPPLEMENT TO ABC DAILY NEWSPAPER FAS-FAX CANADA

Circulation Averages for period ended March 31, 1989

This supplement provides circulation data on publications that filed their regular March 31, 1989 Publisher's Statement subsequent to preparations of FAS-FAX report.

Also, corrections to data shown in the original report have been included in the supplement. Figures underlined indicate corrections.

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

NOVA SCOTIA		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/89	TOTAL CIRCULATION AS OF 3/31/88
AMHERST (CUMBERLAND CO.)			3,600			11,500			15,100			
NEWS	M			2,475	68.75		1,406	12.23		3,881	3,975	4,025
HALIFAX (HALIFAX CO.)			255,200#						255,200			
CHRONICLE-HERALD, MAIL STAR	CMB DLY	P	#	137,073	53.71					137,073	149,638	146,785
CHRONICLE-HERALD	M	P	#	77,482	30.36					77,482	89,884	87,194
MAIL STAR	E	P	#	59,591	23.35					59,591	59,754	59,591
HALIFAX (HALIFAX CO.)			113,200#						113,200			
THE DAILY NEWS	M		#	20,285	17.92					20,285	23,656☆	21,934
THE DAILY NEWS	SUN		#	23,279	20.56					23,279	29,433	
NEW BRUNSWICK												
CARAQUET (GLOUCESTER CO.)			14,000#			13,400			27,400			
L'ACADIE NOUVELLE	M (M-F)		#	7,574	54.10		1,611	12.02		9,185	10,143	8,668
MONCTON (WESTMORLAND CO.)			29,100			72,800			101,900			
TIMES-TRANSCRIPT	E (M-F)	P,C		24,286	83.46		17,619	24.20		41,905	44,225	
TIMES-TRANSCRIPT	SAT	P,C		28,217	96.97		22,073	30.32		50,290	53,371	52,630
ONTARIO												
CAMBRIDGE (WATERLOO RM)			28,300			4,600			32,900			
CAMBRIDGE REPORTER	E	C		13,298	46.99		927	20.15		14,225	14,306*	14,477*
KITCHENER-WATERLOO (WATERLOO RM)			82,700			42,500			125,200			
RECORD	E	P,C		52,533	63.52		17,308	40.72		69,841	80,648*	78,561*
LINDSAY (VICTORIA CO.)			6,100			16,300			22,400			
POST	E (M,TU, W,F)			4,865	79.75		945	5.80		5,810	5,903	5,049
POST	TH E			153	2.51		4,450	27.30		4,603	5,928	4,429
LONDON (MIDDLESEX CO.)			111,100#			45,500			156,600			
FREE PRESS	M	C	#	66,669	60.01		19,264	42.34		85,933	125,925	131,308
STRATFORD (PERTH CO.)			10,500			11,300			21,800			
THE BEACON-HERALD	E			8,257	78.64		4,567	40.42		12,824	13,272*	13,330*

(a) CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
*AVERAGE FOR 3 MONTHS

"P" Provides ABC Audited Postal Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

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MANITOBA	SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/89	TOTAL CIRCULATION AS OF 3/31/88
PORTAGE LA PRAIRIE (CEN. DIV. 9)		5,000			3,800			8,800			
GRAPHIC	E		4,216	84.32		338	8.89		4,554	4,637	4,665
SASKATCHEWAN											
SASKATOON (CEN. DIV. 11)		72,300#			26,300			98,600			
STAR PHOENIX	ALL DAY C	#	45,741	63.27		8,364	31.80		54,105	67,137	65,893
ALBERTA											
FORT McMURRAY (CEN. DIV. 12)		11,100@						11,100			
TODAY	E (M-TH)	@								6,267	6,669
TODAY	FRI E	@								7,965	8,051
BRITISH COLUMBIA											
PENTICTON (OKANAGAN-SIMILKAMEEN RD)		10,700			12,200			22,900			
HERALD (1-1-89 to 2-10-89)	E (M-F)		6,473	60.50		1,511	12.39		7,984	8,100*	8,134*
HERALD (2-11-89 to 3-31-89)	E		6,839	63.92		1,512	12.39		8,351	8,473*	
PRINCE RUPERT (SKEENA-QUEEN CHARLOTTE RD)		5,600			1,700			7,300			
NEWS	E (M-F)		3,465	61.88		241	14.18		3,706	3,769	3,893

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